

GOAL	OBJECTIVE	KPI ¹	OWNER	DATA SOURCE	QTR 1	QTR 2	QTR 3	FY26 TARGETS
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	FFD Average Actual Dollar Loss/Save Ratio Percentage.	Fire Department	Imagetrend RMS	97.3%	96.4%	92.2%	94.0%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	90th percentile total emergency response time	Fire Department	Imagetrend RMS	6:54	7:25	7:19	7:20
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	% of structure fires confined to room of origin	Fire Department	Imagetrend RMS	68.0%	72.0%	62.6%	60.0%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	% of structure fires starting in the kitchen	Fire Department	Imagetrend RMS	34.0%	42.0%	19.7%	>45%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	% of new construction properties in compliance with fire codes upon initial inspection.	Fire Department	Imagetrend & IDT RMS	87%	78%	76.3%	70%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.1: To fully prepare for emergency and disaster response.	% of all NC General Statue mandatory inspections completed annually	Fire Department	Imagetrend & IDT RMS	71.0%	85%	85.1%	80%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.2: To ensure traffic and pedestrian safety.	Traffic collisions per 1,000 residents	Police Department	RMS	10.6	11.1	9.5	10
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.2: To ensure traffic and pedestrian safety.	Ratio of traffic violations for safe movement to traffic collisions	Police Department	RMS	3.19	5.4	7.35	2.77
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.3: To ensure low incidence of property and violent crime.	% change in Total Crimes	Police Department	RMS	-0.5%	2.8%	3.3%	-9.0%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.3: To ensure low incidence of property and violent crime.	% of scheduled community watch group meetings attended by FPD	Police Department	Community Affairs	100%	100%	100.0%	100%
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.3: To ensure low incidence of property and violent crime.	Average Police Department response time for priority 1 calls (in seconds).	Police Department	Police	531	463	442	600
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	# of community outreach events for FFD	Fire Department	Imagetrend RMS	164	274	97	10
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	# of community outreach events for FPD	Police Department	Community Affairs	41	35	14	90
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	\$ of community safety micro-grant funding invested in the City	Economic & Community Development	Neighborly App & Internal Docs.	\$84,500	\$0	\$115,000	\$200,000
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	# of community safety micro-grant awarded	Economic & Community Development	Neighborly application	20	0	22	46
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	% satisfaction with how quickly police respond to emergencies.	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	% satisfaction with overall quality of fire protection and rescue services.	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	% satisfaction with overall police relationship with your community.	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL I: The City of Fayetteville will be a safe and secure community.	Objective 1.4: To engage citizens in community watch and safety events.	% satisfaction with the City's efforts to prevent crime.	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A

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GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.1: To ensure a diverse City tax base.	# of commercial building permits issued	Development Services	IDT	35	57	75	250
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.1: To ensure a diverse City tax base.	# of residential building permits issued	Development Services	IDT	211	165	133	1,000
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.1: To ensure a diverse City tax base.	# of based aircraft maintained at Fayetteville Regional Airport	Airport	Airport Master Record (5010)	58	58	72	58
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.1: To ensure a diverse City tax base.	% satisfaction overall strength of Fayetteville's economy	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.2: To invest in community places to ensure. revitalization and increase quality of life.	# of dangerous and/or blighted structures removed	Development Services	IDT	18	18	26	60
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.2: To invest in community places to ensure. revitalization and increase quality of life.	% satisfaction overall quality of life in the City	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.3: To leverage partnerships for job creation and retention, with a focus on the local and regional workforce to increase per capita income.	# of jobs created through ECD and FCEDC	Economic & Community Development	ECD & FCEDC	124	13	14	135
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.3: To leverage partnerships for job creation and retention, with a focus on the local and regional workforce to increase per capita income.	# Jobs retained through ECD grants and loans	Economic & Community Development	Neighborly & Internal Documents	31	16	9	35
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.3: To leverage partnerships for job creation and retention, with a focus on the local and regional workforce to increase per capita income.	\$ amount of ECD funds invested in the city through grants and loans	Economic & Community Development	Neighborly & Internal Documents	\$1,613,793	\$1,748,993	\$1,986,711	\$7,303,153
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.3: To leverage partnerships for job creation and retention, with a focus on the local and regional workforce to increase per capita income.	% satisfaction overall availability of employment opportunities in Fayetteville	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.4: To sustain a favorable development climate to encourage business growth.	% vacancy rate in city (Office, Industrial, Retail)	Strategc & Performance Analytics (SPA)	FCEDC	6.23%	5.78%	5.75%	N/A
GOAL II: The City of Fayetteville will have a Responsive City Government supporting a diverse and viable economy.	Objective 2.4: To sustain a favorable development climate to encourage business growth.	% satisfaction overall quality of businesses, services, and retail in Fayetteville	Strategc & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A

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GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.1: To enhance City street connectivity, traffic flow and stormwater systems.	Miles of Streets Resurfaced	Public Services	PAVER	14.7	14.7	14.7	39
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.1: To enhance City street connectivity, traffic flow and stormwater systems.	% of streets rated with a Pavement Condition Index (PCI) of 71 or greater.	Public Services	PAVER	90%	90%	90.0%	90%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.1: To enhance City street connectivity, traffic flow and stormwater systems.	% of traffic signal intersection equipment meeting NCDOT standards of inspection biannually	Public Services	Cityworks	100%	100%	100.0%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.1: To enhance City street connectivity, traffic flow and stormwater systems.	% of City infrastructure that meets standards of preparation for a 10-year storm	Public Services	GIS	81%	81%	81.0%	85%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.1: To enhance City street connectivity, traffic flow and stormwater systems.	% of eligible Drainage Assistance Plan (DAP) projects that received funding	Public Services	SWAB Agenda	100%	100%	100.0%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.2: To manage the City's future growth and strategic land use.	\$ Projected contractor valuation for residential and commercial building permits issued	Development Services	IDT	\$92,662,082	\$40,815,611	\$51,595,404	\$300,000,000
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.2: To manage the City's future growth and strategic land use.	% satisfaction overall with how well the City is planning for growth	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.3: To sustain a favorable development and business climate through timely and accurate construction review and building inspection services.	# of trades inspections (Residential & Commercial)	Development Services	IDT	5,861	4,605	5,291	29,000
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.3: To sustain a favorable development and business climate through timely and accurate construction review and building inspection services.	% of trades inspections completed within the state mandated deadline	Development Services	IDT	100%	100%	100%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.3: To sustain a favorable development and business climate through timely and accurate construction review and building inspection services.	# Construction plans reviewed	Development Services	IDT	1,635	1,312	2,165	7,500
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.3: To sustain a favorable development and business climate through timely and accurate construction review and building inspection services.	% of construction plan reviews completed within the state mandated deadline	Development Services	IDT	100%	100%	100%	100%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.4: To revitalize neighborhoods with effective code enforcement and violations abatement.	# of code enforcement violation cases opened	Development Services	Cityworks and Master Report	3,366	3,260	4,025	13,200
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.4: To revitalize neighborhoods with effective code enforcement and violations abatement.	% of violations resolved by property owner	Development Services	Cityworks	93.4%	78.6%	71.2%	70%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.4: To revitalize neighborhoods with effective code enforcement and violations abatement.	% of code enforcement cases opened proactively	Development Services	Cityworks and Master Report	63.6%	85.4%	83.2%	70%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.4: To revitalize neighborhoods with effective code enforcement and violations abatement.	% of structures removed from dangerous and/or blighted status due to owner compliance	Development Services	Cityworks	66.7%	74.2%	62.5%	50%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.4: To revitalize neighborhoods with effective code enforcement and violations abatement.	% satisfaction overall enforcement of codes and ordinances	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.5: To increase our smart city capacity.	% uptime of Network Infrastructure Services	Information Technology	IT Office Records	99.72%	99.99%	98.36%	99.98%
GOAL III: The City of Fayetteville will be a city invested in Today and Tomorrow.	Objective 3.5: To increase our smart city capacity.	% of uptime for City websites	Information Technology	Monsido software	99.98%	99.97%	99.99%	99.98%

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GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	Average load factor percentage	Airport	Airline Monthly Report	86.2% est	80.6% est	80.0%	80.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	# of enplaned/deplaned passengers	Airport	Airline Monthly Report	94,000 est	173,654 est	242,270	340,000
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	# of total fixed route transit passengers annually	Transit (FAST)	APC Data - UTA	366,159	333,025	284,562	1,506,829
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	# of total FASTTRAC! transit passengers annually	Transit (FAST)	RouteMatch	11,266	10,628	9,548	55,000
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	On-time performance of fixed route transit services	Transit (FAST)	APC Data - UTA	76.0%	77.0%	75.0%	75.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	On-time performance of FASTTRAC! transit services	Transit (FAST)	RouteMatch	93.0%	90.0%	89.0%	85.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	% of bus stops with shelters and/or benches	Transit (FAST)	Staff - GIS Layers	25.3%	25.3%	22.80%	27.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	% satisfaction with the condition and usability of the airport	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.1: To maintain public transportation investments with high quality transit and airport services.	% satisfaction with the availability of public transportation	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.2: To enhance diverse recreation, leisure, and cultural opportunities.	# of total parks and recreation registered athletic participants	Parks & Recreation	RecTrac	5,894	8,098	11,552	12,981
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.2: To enhance diverse recreation, leisure, and cultural opportunities.	# of total parks and recreation registered non-athletic participants	Parks & Recreation	RecTrac	5,948	10,401	14,404	25,252
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.2: To enhance diverse recreation, leisure, and cultural opportunities.	# of paid swimming pool patrons	Parks & Recreation	RecTrac	27,216	27,216	27,216	66,377
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.2: To enhance diverse recreation, leisure, and cultural opportunities.	% satisfaction overall quality of Parks and Recreation programs and services	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.3: To improve mobility and connectivity through sidewalk, trail, and bike lane investments.	% of roadways with a sidewalk and/or bicycle lane	Public Services	GIS	39%	39%	39%	40%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.3: To improve mobility and connectivity through sidewalk, trail, and bike lane investments.	# of linear feet of all sidewalks installed	Public Services	Cityworks	2,604	21,061	8,379	28,500

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GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.3: To improve mobility and connectivity through sidewalk, trail, and bike lane investments.	Total miles of trails maintained by parks and recreation	Parks & Recreation	Master Plan	11.5	11.5	11.5	12.1
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.3: To improve mobility and connectivity through sidewalk, trail, and bike lane investments.	% satisfaction overall condition of sidewalks	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	# of Acres of Publicly accessible parks and recreation-maintained spaces	Parks & Recreation	Facilities Inventory	1,368.5	1,368.5	1,368.5	1,368.5
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	# of City Curb Miles Swept Quarterly	Public Services	Street Maintenance Records	662	2,175	1,634	2,500
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	# of DOT Curb Miles Swept Quarterly	Public Services	Street Maintenance Records	286	1,080	684	6,000
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	% of Diversion rate for recycling	Public Services	Solid Waste Office Records	33%	32%	25.0%	40%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	% of Successful solid waste Collection	Public Services	Solid Waste Office Records	100.0%	100%	99.98%	100.0%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	% of self-correction after solid waste notice of violation	Public Services	Solid Waste Office Records	92%	91%	94.0%	90%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	% of all illegal dump sites mitigated within 5 business days	Public Services	Solid Waste Office Records	85.0%	87%	87.0%	90%
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	Litter index	Parks & Recreation	Sustainable Sandhills	N/A	N./A	1.96	2.00
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.4: To provide a clean and beautiful community with increased green spaces.	% satisfaction overall quality of solid waste services	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.5: To ensure a place for people to live in great neighborhoods.	# of single-family affordable housing units leveraged via ECD funding	Economic & Community Development	Internal Count	9	0	0	4
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.5: To ensure a place for people to live in great neighborhoods.	# of multi-family affordable housing units leveraged via ECD funding	Economic & Community Development	Neighborly Application	0	84	0	5
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.5: To ensure a place for people to live in great neighborhoods.	# of first-time home buyers assisted with Homebuyer HERO funding	Economic & Community Development	Internal Count	13	9	5	10
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.5: To ensure a place for people to live in great neighborhoods.	# of homeowners assisted with critical and emergency repairs	Economic & Community Development	Internal Documents	2	5	2	50

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GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.5: To ensure a place for people to live in great neighborhoods.	% satisfaction overall quality of life in your neighborhood	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.6: To reduce poverty and homelessness.	# of unique interactions at Fayetteville Cares Day Resource Center (FCDRC)	Economic & Community Development	Manna Dream Center	545	306	233	1,200
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.6: To reduce poverty and homelessness.	Total # of interaction at FCDRC	Economic & Community Development	Manna Dream Center	3,183	2,289	2,645	11,750
GOAL IV: The City of Fayetteville will be a highly desirable place to live, work and recreate.	Objective 4.6: To reduce poverty and homelessness.	# of active community partners at FCDRC	Economic & Community Development	Manna Dream Center	42	45	49	30

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GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	# of financial compliance findings reported in prior year annual financial audit	Finance	ERP	0	0	2	0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	PO Timeliness (days)	Finance	ERP	2	2	2	2
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Time to pay (business days)	Finance	ERP	5	1	5	5
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Financial Audit Timeliness (days)	Finance	ACFR Filing	0	0	0	0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Grant Reporting Timeliness (days)	Finance	Mutiple Documents	0	0	0	0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Solicitation Timeliness (days)	Finance	Department Documents	14	14	14	14
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	General obligation bond rating	Finance	Bond Rating Agency	Aa1 /AA+	Aa1 /AA+	Aa1 /AA+	Aa1 /AA+
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	% Fleet availability	Finance	AssetWorks	97.0%	98.0%	96.9%	98%
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.1: To ensure strong financial management with fiduciary accountability and plan for future resource sustainability by aligning resources with City priorities.	Average Fleet turnaround time (within 72 hrs)	Finance	AssetWorks	82.0%	82.0%	85.0%	80%
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.2: To identify and achieve efficiencies through innovation and technology utilization, by increasing data driven decisions and using business intelligence strategies.	Avg # of days to close a FayFixIT ticket	City Manager's Office	FayFixIT	4.4	3.6	4.4	5.0
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.2: To identify and achieve efficiencies through innovation and technology utilization, by increasing data driven decisions and using business intelligence strategies.	% satisfaction overall quality of services provided by the City	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.3: To promote an organizational climate that fosters an exceptional, diverse, engaged, and healthy workforce that delivers excellent services.	Retention Rate	Human Resources Department	HRD Office Records	85.0%	96.7%	96.5%	80%
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.3: To promote an organizational climate that fosters an exceptional, diverse, engaged, and healthy workforce that delivers excellent services.	Mean Response of employees satisfied with their job	Human Resources Department	Employee Survey	80%	1	1	80%
GOAL V: The City of Fayetteville will be a financially sound city providing exemplary city services.	Objective 5.3: To promote an organizational climate that fosters an exceptional, diverse, engaged, and healthy workforce that delivers excellent services.	% of employees who would recommend the City as a good place to work.	Human Resources Department	Employee Survey	74%	1	1	74%

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GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.1: To ensure collaborative relationships with the business community, local governments, military, and stakeholders.	% of city contracts award to LSDBE	Finance	ERP	50%	32%	31.9%	40%
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.1: To ensure collaborative relationships with the business community, local governments, military, and stakeholders.	% satisfaction level of public involvement in local decisions	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	Total # of public records requests	Marketing & Communications	NEXT REQUEST	1,692	1,477	1,271	2,500
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	Total # of Social Media Audiences	Marketing & Communications	Sprout Social	76,441	74,088	75,916	88,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	Total # of website visits	Marketing & Communications	Monsido	282,067	265,590	275,781	1,102,500
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	Average wait time (secs) for 1FAY call center	City Manager's Office	RingCentral	105	124	91	120
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	Total Calls Answered	City Manager's Office	RingCentral	14,588	12,132	12,805	54,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	% satisfaction with overall customer service	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	% of residents who felt the city is moving in the right direction	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.2: To ensure trust and confidence in City government through transparency and high-quality customer service.	% satisfaction with Time it took for residents requests to be answered	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	# of Boards and Commission Applicants	City Clerks Office	Granicus	47	16	21	160
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	Total # of social media impressions	Marketing & Communications	Sprout Social	2,823,262	2,008,472	3,000,314	6,240,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	Total # of Podcast views	Marketing & Communications	YouTube, Media Cloud Streaming, Sprout Social	14,807	6,923	11,259	52,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	Total # of Video views	Marketing & Communications	YouTube, Media Cloud Streaming, Sprout Social	37,420	611,233	377,851	520,000
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	# of FayFixIT Users	City Manager's Office	FayFixIT	11,732	11,927	12,191	12,230

GOAL	OBJECTIVE	KPI ¹	OWNER	DATA SOURCE	QTR 1	QTR 2	QTR 3	FY26 TARGETS
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	# of Housing Educational/Outreach Events ECD Hosts/Participates In	Economic & Community Development	Internal Documents	8	27	188	100
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	% of residents very satisfied or satisfied with the availability of information about city programs and services	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A
GOAL VI: The City of Fayetteville will continue to have a collaborative citizen and business engagement base.	Objective 6.3: To inform and educate about local government by enhancing public outreach and increasing community dialog, collaboration, and empowerment.	% satisfaction overall effectiveness of communication with the public	Strategic & Performance Analytics (SPA)	Resident Survey	N/A	N/A	N/A	N/A